

Client Servicing / Account Manager

Client Servicing / Account Manager (AM) connects TSB's strategic and creative efforts with the brand's marketing needs. They maintain relationships with executives of client businesses, oversee the account team across all disciplines and develop strategies for clients.

Key role and responsibilities

- Manage overall agency/client relationship and establish rapport for long-term association with the client/s
- Provide strategic direction and consulting to clients and help them achieve their business and marketing objectives
- Managing clients social media pages (posting content, responding to queries, supervising advertising efforts and reporting metrics)
- Implement sound project management processes and tools for delivery and execution
- Work on campaigns in collaboration with the content and creative teams to meet the client's brief and budget within the delivery timeline
- Present creative work to clients for approval or modification
- Monitor effectiveness of campaigns
- Prepare periodic reports / trackers and follow through individual SOPs
- Ensure timely follow-up on revenue collection
- Contribute to new business development pitches

Desired skills and experience

- The desired candidate is someone who embraces the opportunity to work with people and partners both internally and externally
- Inclination towards and a fair knowledge about digital marketing tools and channels
- Analytical enough to interpret large amounts of information, news, data and research
- Working knowledge of major social media channels including Facebook, Instagram, LinkedIn and Twitter
- Understanding of how Google and other search engines work
- A go - getter; should have an eye to detail and have a creative bend
- Is passionate about making things happen - be it new technology, delivering projects in crunched timelines or convincing clients to opt for something that is never done before
- Strong organisational skills and self-motivated
- Hands-on knowledge of MS Office (PowerPoint , Word and Excel)
- Bachelor's degree in Marketing, Business Administration or relevant field